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Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	604	(adverti??\$5 ad ads commercial\$1) SAME compensat?\$2 SAME power	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 17:45
L2	245	(adverti??\$5 ad ads commercial\$1) SAME (compensat?\$2 WITH power)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 17:46
L3	35	(adverti??\$5 ad ads commercial\$1) SAME (compensat?\$2 WITH (power NEAR3 (us?\$2 consum??\$3)))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 17:44
L4	16	3 AND (@ad<"20000228" @rlad<"20000228")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 17:46
L5	43	(adverti??\$5 ad ads commercials) SAME (compensat?\$2 WITH power)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 18:13
L6	21	(5 NOT 4) AND (@ad<"20000228" @rlad<"20000228")	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 17:47
L11	2	(adverti??\$5 commercials) SAME (compensat?\$2 WITH power)	USOCR	OR	OFF	2004/07/31 18:19
L13	3	(adverti??\$5 commercials) SAME (compensat?\$2 WITH power)	EPO; JPO; DERWENT	OR	OFF	2004/07/31 18:21

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	8	(((((power energy) NEAR3 (consum??\$3 us?\$2 utili??\$4)) WITH (reward\$3 award\$3 compensat?\$2 credit\$3 pay\$5)) SAME (adverti??\$5 commercials (commercial ADJ2 (information message\$1 content))))))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:47
L3	0	(((((power energy) NEAR3 (consum??\$3 us?\$2 utili??\$4)) WITH reimburs?\$4) SAME (adverti??\$5 commercials (commercial ADJ2 (information message\$1 content)))) NOT 1	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:44
L4	145	(((((power energy) NEAR3 (consum??\$3 us?\$2 utili??\$4)) WITH (reward\$3 award\$3 compensat?\$2 credit\$3 pay\$5 reimburs?\$4)) AND (adverti??\$5 commercials (commercial ADJ2 (information message\$1 content)))) NOT 1	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:46
L5	63	4 AND (appliance\$1 refrigerator\$1)	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:46
L6	58	5 AND (((power energy) NEAR3 (consumption use usage utili??\$4)))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:49
L7	10	6 AND (((power energy) NEAR3 (consumption use usage utili??\$4)) SAME (appliance\$1 refrigerator\$1))	US-PGPUB; USPAT; IBM_TDB	OR	OFF	2004/07/31 19:49

Welcome to DIALOG  
### Status: Connected

Dialog level 04.11.00D

Last logoff: 31jul04 17:25:18  
Logon file405 31jul04 17:25:48  
KWIC is set to 50.

HIGHLIGHT set on as '\*'

COREDBS is set ON as an alias for 15,9,610,810,275,476,624,636,621,613,813,16,160,634,148,20,77,35,583,65,2,233,99,474,475,256.

SUBCL14 is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.

SUBCL28 is set ON as an alias for 6,7,8,14,34,94,434.

SUBCL35 is set ON as an alias for 139,267,268,625,626.

SUBCL2NODRUG is set ON as an alias for 442,149,43,444,5,73,155,34,434.

\* \* \* \*

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.9 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

#### Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

#### Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database

(e.g., B1 for ERIC).

?b coredb,subcl14

09826868-Sub Comp. Pr  
in 211 2pgd NPL d/s for  
205/114

?ds

Set	Items	Description
S1	0	(ADVERTI??????? OR COMMERCIAL? ? OR ADS) (S) REFRIGERATOR? ?- (S) (COMPENSAT????(5N) POWER)
S2	0	(ADVERTI??????? OR COMMERCIAL? ? OR ADS) (S) (COMPENSAT????(- 5N) (POWER(2W) COMSUM?????))
S3	4003	(ADVERTI??????? OR COMMERCIAL? ? OR ADS) (S) ((REWARD??? OR - AWARD??? OR CREDIT???? OR PAY????) (5N) POWER)
S4	881	S3 AND (REWARD??? OR AWARD??? OR CREDIT???? OR PAY????) (5N- ) (USER? ? OR CONSUMER? ? OR ACCOUNT? ? OR CUSTOMER? ?)
S5	90	S3 AND (REWARD??? OR AWARD??? OR CREDIT???? OR PAY????) (5N- ) (SUBSCRIBER? ? OR HOMEOWNER? ? OR OWNER? ? OR PARTICIPANT? ?)
S6	934	(S4 OR S5)
S7	671	RD (unique items)
S8	57	S7 AND (ADVERTI??????? OR ADS OR COMMERCIAL? ?) (5N) (PERMI?- ????? OR ALLOW??? OR VIEW??? OR ACCEPT???? OR RECEI???? OR WA- TCH???)
S9	18	S7 AND (ADVERTI??????? OR ADS OR COMMERCIAL? ?) (5N) (DISPLA- Y??? OR SHOW???)
S10	70	(S8 OR S9)
S11	9	S10 AND (REFRIGERATOR? ? OR APPLIANCE? ?)

?t/3/all

11/3/1 (Item 1 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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01852899 05-03891

**The ethics of slotting: Is this bribery, facilitation marketing or just plain competition?**

Aalberts, Robert J; Jennings, Marianne M

Journal of Business Ethics v20n3 (Part 1) PP: 207-215 Jul 1999

ISSN: 0167-4544 JRNL CODE: JBE

WORD COUNT: 5775

11/3/2 (Item 2 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

01792558 04-43549

**An economic analysis of the guaranty contract**

Katz, Avery Wiener

University of Chicago Law Review v66n1 PP: 47-116 Winter 1999

ISSN: 0041-9494 JRNL CODE: UCL

WORD COUNT: 32120

11/3/3 (Item 3 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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01533782 01-84770

**New campaigns: Eastern**

Andreoli, Teresa; Kim, Hank; Lenihan, Rob; McCarthy, Michael

Adweek (Eastern Ed.) v38n43 PP: 50-51 Oct 27, 1997

ISSN: 0199-2864 JRNL CODE: AWE

WORD COUNT: 1208

11/3/4 (Item 1 from file: 610)

DIALOG(R) File 610:Business Wire

(c) 2004 Business Wire. All rts. reserv.

00706800 20020501121B1308 (USE FORMAT 7 FOR FULLTEXT)

**ScottishPower 2001/02 Preliminary Results Including Fourth Quarter Results**

to 31 March 2002

Business Wire

Wednesday, May 1, 2002 11:47 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 15,850

11/3/5 (Item 1 from file: 624)

DIALOG(R)File 624:McGraw-Hill Publications

(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0559058

**TEENS HERE COMES THE BIGGEST WAVE YET**

Business Week April 11, 1994; Pg 76; Number 3366

Journal Code: BW ISSN: 0007-7135

Section Heading: Cover Story

Dateline: New York

Word Count: 3,411 \*Full text available in Formats 5, 7 and 9\*

BYLINE:

Laura Zinn

with Jonathan Berry

with Kate Murphy

with Sandra Jones

with Marti Benedetti

with Alice Z. Cuneo

11/3/6 (Item 1 from file: 813)

DIALOG(R)File 813:PR Newswire

(c) 1999 PR Newswire Association Inc. All rts. reserv.

1314939

NYM057

**Revenues Surged 25 Percent in 2Q98 to Ps. 2.1 Billion - Gross profit  
Increased 37 Percent to Ps. 848 million - - Operating Income Reached  
PS. 255 million, an Increase of 24 Percent -**

DATE: July 27, 1998

12:56 EDT

WORD COUNT: 3,122

11/3/7 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

15531122 SUPPLIER NUMBER: 96696932 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Benchmark input-output accounts of the United States, 1997.**

Lawson, Ann M.; Bersani, Kurt S.; Fahim-Nader, Mahnaz; Guo, Jiemin

Survey of Current Business, 82, 12, 19(91)

Dec, 2002

ISSN: 0039-6222

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 60320 LINE COUNT: 27240

11/3/8 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

03900038 SUPPLIER NUMBER: 06967948 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Second Annual Directory of Human Resources Services, Products and**

**Suppliers, January 1989. (directory)**

Personnel, v66, n1, pD1(167)

Jan, 1989

DOCUMENT TYPE: directory ISSN: 0031-5702

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 155534 LINE COUNT: 14711

11/3/9 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2004 The Dialog Corp. All rts. reserv.

18082310 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Blackouts likely if lake levels stay low - Govt**

SECTION TITLE: NEWS

WATSON Lois

CHRISTCHURCH PRESS , 2 ed, p1

July 28, 2001

JOURNAL CODE: WTCP LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 460

Welcome to DIALOG  
### Status: Connected

Dialog level 04.11.00D

Last logoff: 29jul04 17:14:25  
Logon file405 29jul04 17:15:40  
KWIC is set to 50.

HIGHLIGHT set on as \*\*\*

COREDBS is set ON as an alias for 15,9,610,810,275,476,624,636,621,613,813,16,160,634,148,20,77,35,583,65,2,233,99,474,475,256.

SUBCL14 is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.

SUBCL28 is set ON as an alias for 6,7,8,14,34,94,434.

SUBCL35 is set ON as an alias for 139,267,268,625,626.

SUBCL2NODRUG is set ON as an alias for 442,149,43,444,5,73,155,34,434.

\* \* \* \*

SYSTEM:HOME

Cost is in DialUnits

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\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

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7. Data Star(R)

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/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database

(e.g., B1 for ERIC).

?b coredbs,subcl14

09826860

Sub NPL1 in 211 reqd NPL  
due for 7/25/14

1/10



?ds

Set	Items	Description
S1	156	(COUPON? ? OR INCENTIVE? ? OR PROMOTION?? OR ADVERTI?????-?) (S) ((FOOD OR PRODUCT? ? OR CONTENTS) (5N) REFRIGERATOR)
S2	118	RD (unique items)
S3	81	S2 AND (PY<2001 OR PD<20000228)
S4	0	S3 AND (HOME HOUSEHOLD)
S5	45	S3 AND (HOME OR HOUSEHOLD)

?t/3/all

5/3/1 (Item 1 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

02367327 116349684

**The quality of public sector food-poisoning surveillance in England and Wales, with specific reference to salmonella food poisoning**

Richard A.E. North; Jim P. Duguid; Michael A. Sheard

British Food Journal v98n2 PP: 4-109 1996

ISSN: 0007-070X JRNL CODE: BFJ

WORD COUNT: 81382

5/3/2 (Item 2 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00918601 95-67993

**Campaigning to keep first-half momentum going**

Dixon, Mary McKenzie

Dealerscope Merchandising v36n9 PP: 80-81 Sep 1994

ISSN: 0888-4501 JRNL CODE: DEA

WORD COUNT: 851

5/3/3 (Item 3 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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00815399 94-64791

**Information highway in Quebec**

Garneau, George

Editor & Publisher v127n5 PP: 29, 38 Jan 29, 1994

ISSN: 0013-094X JRNL CODE: EDP

WORD COUNT: 708

5/3/4 (Item 4 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

00733892 93-83113

**Leaders in selling and sales management: An analysis of the impact of sales and marketing principles on the career of Stanley C. Gault**

Baker, Thomas L

Journal of Personal Selling & Sales Management v13n2 PP: 91-94 Spring 1993

ISSN: 0885-3134 JRNL CODE: JPN

WORD COUNT: 2150

5/3/5 (Item 1 from file: 9)

DIALOG(R) File 9:Business & Industry(R)

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1494779 Supplier Number: 01494779

indicator  
full text  
excluded

f

2/10

Raytheon's Amana unveils 'status symbol' refrigerator  
(Amana \*Home\* Appliances will introduce a refrigerator priced at \$1,749,  
backed by a \$2.5 mil ad campaign via Ingalls Advertising)  
Boston Globe , v 249, n 137, p 67  
May 16, 1996  
DOCUMENT TYPE: Regional Newspaper ISSN: 0743-1791 (United States)  
LANGUAGE: English RECORD TYPE: Abstract

5/3/6 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2004 The Gale Group. All rts. reserv.

1491686 Supplier Number: 01491686 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Prospects of Supermarket Business in Jakarta: Part 7**  
(Indonesian supermarkets issuing shopping cards are ranked by number of  
cardholders)  
Indonesian Commercial Newsletter, v XXIII, n 195, p 19-20  
May 13, 1996  
DOCUMENT TYPE: Newsletter; Ranking ISSN: 0377-0001 (Indonesia)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 562

5/3/7 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2004 The Gale Group. All rts. reserv.

1377146 Supplier Number: 01377146 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**MEDIA: WOOSTER, Ohio -- Rubbermaid Inc.**  
(Rubbermaid's \*home\* products division launched an advertising and  
promotional campaign for its decorative coverings lines)  
HFN, v 70, n 2, p 34  
January 08, 1996  
DOCUMENT TYPE: Journal ISSN: 1082-0310 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 97

5/3/8 (Item 4 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2004 The Gale Group. All rts. reserv.

1189985 Supplier Number: 01189985  
**KELVINATOR ASKED TO RETIRE THOSE ABOVE 50 AND CUT SLOTH**  
(Kelvinator of India to retire everyone over age of 50 yrs as part of  
corporate restructuring)  
Financial Express, p 1  
May 09, 1995  
DOCUMENT TYPE: Business Newspaper ISSN: 0015-2005 (India)  
LANGUAGE: English RECORD TYPE: Abstract

5/3/9 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2004 The Gale Group. All rts. reserv.

02283376 SUPPLIER NUMBER: 54283379  
**The battle for the fridge; The food industry is looking to hook up your**  
**\*home\* to the supply chain. (Internet/Web/Online Service Information)**  
LaPlante, Alice  
Computerworld, 52(1)  
April 5, 1999  
ISSN: 0010-4841 LANGUAGE: English RECORD TYPE: Abstract

5/3/10 (Item 1 from file: 476)

3/10

DIALOG(R)File 476:Financial Times Fulltext  
(c) 2004 Financial Times Ltd. All rts. reserv.

0008556789 BOGL4AAABIFT

**News: UK: Awards for industry, business and the arts**

Financial Times, London Edition 1 ED, P 4

Tuesday, December 31, 1996

DOCUMENT TYPE: Stories; NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE:

FULLTEXT

Word Count: 3,198

**5/3/11 (Item 1 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2004 The Gale Group. All rts. reserv.

03198690 Supplier Number: 46555347 (USE FORMAT 7 FOR FULLTEXT)

**NEWS: Hoover has announced its biggest marketing push for the brand since the 'free flights'**

Brand Strategy, n91, pN/A

July 19, 1996

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 81

**5/3/12 (Item 1 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

09187523 Supplier Number: 55981033 (USE FORMAT 7 FOR FULLTEXT)

**COMPANY PROFILES.**

Convenience Store News, v33, n10, p115

August 1, 1997

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 53726

**5/3/13 (Item 2 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

08334980 Supplier Number: 69440676 (USE FORMAT 7 FOR FULLTEXT)

**ALPHABETICAL LISTING OF MANUFACTURERS, DISTRIBUTORS, SERVICE PROVIDERS, AND ASSOCIATIONS. (Brief Article)**

The Hearing Journal, v53, n12, p15

Dec, 2000

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Professional

Word Count: 56910

**5/3/14 (Item 3 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

07765538 Supplier Number: 64357694 (USE FORMAT 7 FOR FULLTEXT)

**Strategic Transition Serving A Growing Industry.**

Kessler, Alan

Appliance, v57, n8, p34

August, 2000

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 956

5/3/15 (Item 4 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

05758125 Supplier Number: 50243364 (USE FORMAT 7 FOR FULLTEXT)

**GETTING ESTABLISHED IN RUSSIA**

Simpson, David

Appliance, p55

August, 1998

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 2368

5/3/16 (Item 5 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

04143151 Supplier Number: 46048608 (USE FORMAT 7 FOR FULLTEXT)

**Rubbermaid Inc.**

HFN The Weekly Newspaper for the Home Furnishing Network, p34

Jan 8, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; General

Word Count: 96

5/3/17 (Item 6 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

03933019 Supplier Number: 45686096

**Admiral Line Enters 'New Age'**

TWICE, p26

July 24, 1995

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

5/3/18 (Item 7 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

01168277 Supplier Number: 41332048 (USE FORMAT 7 FOR FULLTEXT)

**WCI sets new items, ad program to revive upscale Euroflair line**

HFD-The Weekly Home Furnishings Newspaper, v0, n0, p122

May 14, 1990

Language: English Record Type: Fulltext Abstract

Document Type: Magazine/Journal; Trade

Word Count: 461

5/3/19 (Item 1 from file: 160)

DIALOG(R) File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

02081708

**New WCI marketing thrust**

HFD December 19, 1988 p. 120-122

ISSN: 0162-9158

5/3/20 (Item 2 from file: 160)

DIALOG(R) File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

01660488

Church & Dwight - Sales & Consumption.  
ANNUAL REPORT 1986 p. 02

5/3/21 (Item 3 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

00716149

France: Frozen and chilled food consumption rose 3.  
LSA December 18, 1981 p. 39-140

5/3/22 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

10752505 SUPPLIER NUMBER: 53590095 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Portugal: poised for prosperity.**  
Gomes, Maria do Monte  
AgExporter, 10, 12, 4(4)  
Dec, 1998  
ISSN: 1047-4781 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1574 LINE COUNT: 00154

5/3/23 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

10171393 SUPPLIER NUMBER: 20378215 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Maytag sells shelf life; previews feature-laden side-by-side refrigerators.**  
(Maytag Appliances)  
Beatty, Gerry  
HFN The Weekly Newspaper for the Home Furnishing Network, v72, n10, p48(2)  
March 9, 1998  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 685 LINE COUNT: 00056

5/3/24 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

05533450 SUPPLIER NUMBER: 11533457 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Now: market driven. (Special Section: The New Frigidaire Company) (Frigidaire Co.'s multibrand strategy)**  
Appliance Manufacturer, v39, n10, pF14(2)  
Oct, 1991  
ISSN: 0003-679X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 688 LINE COUNT: 00057

5/3/25 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

05228130 SUPPLIER NUMBER: 10348535 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Nice guys can finish first: outstanding customer service and promotions are making Quality Markets' newest store in Lakewood, N.Y., a \*household\* word. (Store of the Month)**  
Petreyck, Richard M.  
Progressive Grocer, v70, n2, p94(5)  
Feb, 1991  
ISSN: 0033-0787 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 2527 LINE COUNT: 00216

5/3/26 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

02489867 SUPPLIER NUMBER: 03942261 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The power of symbols in TV commercials. (column)**

Ross, Art

Back Stage, v17, p18(5)

Sept 20, 1985

DOCUMENT TYPE: column ISSN: 0005-3635 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 2324 LINE COUNT: 00185

5/3/27 (Item 6 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

02034716 SUPPLIER NUMBER: 03188279 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Maytag spins into electronics, backed by earnings and acquisitions.**

Jereski, Laura Konrad

Marketing & Media Decisions, v18, p109(4)

Spr, 1984

ISSN: 0195-4296 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 2801 LINE COUNT: 00220

5/3/28 (Item 7 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

02031649 SUPPLIER NUMBER: 03321724 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Japan is displacing the United States as Saudi Arabia's leading supplier;  
many possible reasons are cited.**

Business America, v7, p14(2)

June 25, 1984

CODEN: BUAMDM ISSN: 0190-6275 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1459 LINE COUNT: 00119

5/3/29 (Item 8 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

01998468 SUPPLIER NUMBER: 03209111

**Admiral's One Shot Television Punch.**

Gardner, F.

Marketing and Media Decisions, v19, p110

April, 1984

LANGUAGE: ENGLISH RECORD TYPE: ABSTRACT

5/3/30 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

07611212

**BPL BELIEVES FAMILI 2000 IS THE BEST PROMO OF `EM ALL (scheme to bundle 3  
to 4 products under each of its 4 plans, offer on equal monthly  
instalments)**

INDIA BUSINESS INSIGHT

October 02, 1999

JOURNAL CODE: WIBI LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 105

5/3/31 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

01898107 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Brands and consumer decision making**

BUSINESS LINE

June 11, 1998

JOURNAL CODE: FBLN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1747

5/3/32 (Item 1 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

(c) 2002 The Gale Group. All rts. reserv.

09358108

Electrolux maps turnaround strategy

INDIA: ELECTROLUX TO LAUNCH NEW PRODUCTS

Economic Times (YZY) 05 Sep 2000 online

Language: ENGLISH

5/3/33 (Item 2 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

(c) 2002 The Gale Group. All rts. reserv.

06601957

Electrolux plans flurry of moves to stay competitive

INDIA: ELECTROLUX CHARTS FUTURE STRATEGY

Economic Times (YZY) 12 Mar 1998 p. 9

Language: ENGLISH

5/3/34 (Item 3 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

(c) 2002 The Gale Group. All rts. reserv.

06220017

Zanussi: mas de mil millones en publicidad

SPAIN: ADVERTISING IMPORTANT TO ZANUSSI

Expansion (EXN) 24 Oct 1995 p.6

Language: SPANISH

5/3/35 (Item 1 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

0527101 94-81677

**'Super efficient' refrigerator debuts on LI**

Anonymous

LI Business News (Ronkonkoma, NY, US) N24 s1 p8

PUBL DATE: 940613

WORD COUNT: 401

DATELINE: New York, NY, US

5/3/36 (Item 2 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2004 ProQuest Info&Learning. All rts. reserv.

0002066 85-02066

**'GE Is Me' Program Enters Next Phase, Other Ads Go High Tech**  
Yankeelov, Dawn Marie

Business First-Louisville (Louisville, KY, US), V1 N35 s1 p13  
PUBL DATE: \*850408\*  
WORD COUNT: 965  
DATELINE: Louisville, KY, US

5/3/37 (Item 1 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2004 The Gale Group. All rts. reserv.

01037773 Supplier Number: 40608497  
**New WCI marketing thrust**  
HFD-The Weekly Home Furnishings Newspaper, v62, n51, p120  
Dec 19, 1988  
ISSN: 0746-7885  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

5/3/38 (Item 1 from file: 492)  
DIALOG(R)File 492:Arizona Repub/Phoenix Gaz  
(c) 2002 Phoenix Newspapers. All rts. reserv.

10079062  
**FRESHENING UP LOOKS OF RESIDENCE CAN MAKE PLENTY OF CENTS**  
Arizona Republic (AR) - Saturday, March 20, 1999  
By: Ellen James Martin, Universal Press Syndicate  
Edition: Final Chaser Section: AZ \*Home\* Page: AH4  
Word Count: 989

5/3/39 (Item 1 from file: 631)  
DIALOG(R)File 631:Boston Globe  
(c) 2004 Boston Globe. All rts. reserv.  
03150413  
**CLIO AWARD WINNERS ANNOUNCED**  
BOSTON GLOBE (BG) - WEDNESDAY June 19, 1985  
By: Associated Press  
Edition: THIRD Section: LIVING Page: 55  
Word Count: 329

5/3/40 (Item 1 from file: 702)  
DIALOG(R)File 702:Miami Herald  
(c) 2004 The Miami Herald Publishing Co. All rts. reserv.

04607996  
**KIDS THE NEW CONSUMERS**  
MIAMI HERALD (MH) - THU JUL 21 1988  
By: ELINOR BURKETT Herald Writer  
Edition: FINAL Section: LIVING TODAY Page: 1B  
Word Count: 1,529

5/3/41 (Item 1 from file: 704)  
DIALOG(R)File 704:(Portland)The Oregonian  
(c) 2004 The Oregonian. All rts. reserv.

10101120  
**DESIGNER TREATMENT ELEVATES CONDO FROM UGLY BACHELOR PAD TO SOUGHT-AFTER UNIT**  
Oregonian (PO) - Sunday, April 11, 1999  
By: ELLEN JAMES MARTIN  
Edition: SUNRISE Section: ADVERTISING HOMES AND REAL ESTATE Page: H18  
Word Count: 737

91



5/3/42 (Item 1 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.

(c) 2004 Atlanta Newspapers. All rts. reserv.

10585050

**DAILY BRIEFING**

Atlanta Journal-CONSTITUTION (AJ-CONSTITUTION) - Saturday, March 25, 2000

By: From staff and wire reports

Edition: Home Section: Business Page: E2

Document Type: Brief

Word Count: 2,657

5/3/43 (Item 2 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.

(c) 2004 Atlanta Newspapers. All rts. reserv.

10217268

**BUYER'S EDGE: DORM ROOM CONFIDENTIAL GOING TO COLLEGE MEANS DOWNSIZING THE  
OTHERWISE PLENTIFUL CONTENTS OF A TEEN'S ROOM**

Atlanta Constitution (AC) - Thursday, August 5, 1999

By: Mary Beth Bishop; For the Journal-Constitution

Edition: Home Section: Features Page: F1

Word Count: 1,195

5/3/44 (Item 3 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.

(c) 2004 Atlanta Newspapers. All rts. reserv.

10217044

**DORM ROOM CONFIDENTIAL GOING TO COLLEGE MEANS DOWNSIZING THE OTHERWISE  
PLENTIFUL CONTENTS OF A TEEN'S ROOM**

Atlanta Journal-CONSTITUTION (AJ-CONSTITUTION) - Thursday, August 5, 1999

By: Mary Beth Bishop; For the Journal-Constitution

Edition: Home Section: Buyer's Edge Page: BE1

Word Count: 1,641

5/3/45 (Item 4 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.

(c) 2004 Atlanta Newspapers. All rts. reserv.

05022424

**LETTERS TO THE EDITOR TAXPAYERS THE CLEAR-CUT LOSERS IN FEDERAL TIMBERING  
POLICY**

Atlanta Constitution (AC) - SATURDAY April 1, 1989

By: SAM BOOHER Martinez

Section: EDITORIAL Page: A24

Word Count: 530

10/10